CLAIMS

1. A customer-associated shopping communication method in which product information is
    provided to a customer of a shop via an electronic shopping system, comprising the steps
    of:

    importing product information into a customer-associated mobile computing device; and

    storing the product information or a reference to it for retrieving it after import.

2. The method according to claim 1 further comprising the step of importing sales-related
    additional information for a product.

3. The method according to claim 1 further comprising the step of importing delivery-related
    information for a product.

4. The method according to claim 1 further comprising the step of creating an order for a
    product.

5. The method according to claim 4 further comprising the step of sending the order for the
    product to the associated vendor.

6. The method according to claim 1 further comprising the step of initiating a payment for a
    product.

7. The method according to claim 1 further comprising the step of evaluating the product
    information with respective information associated to products from other vendors.

8. The method according to claim 1 in which a standardized interface is used for
    implementing the multiplicity of steps.

9.   The method according to claim 8 in which XML is used for programming.

10.   The method according to claim 1 in which a hardware interface is used between the customer computing device and the vendor which is adapted to the functionality of the interface.

11.   A computer program comprising code portions adapted for performing the steps according to the method according to claim 1 when the program is loaded into a computer device.

12.   A computer program product stored on a computer usable medium comprising computer readable program means for causing a computer to perform the method of claim 1.

13.   A mobile computing device comprising:

       means for importing multiple, vendor-specific product information; and

       means for storing the product information or a reference to it for retrieving it after import.

14.   The device according to claim 13 further comprising means for importing sales-related additional information for a product.

15.   The device according to claim 13 further comprising means for importing delivery-related information for a product.

16.   The device according to claim 13 further comprising means for creating an order for a product.

17.   The device according to claim 16 further comprising means for sending the order for the product to the associated vendor.

18. The device according to claim 13 further comprising means for initiating a payment for a product.

19. A shop-associated shopping communication method in which product information is provided to a computing device associated to a customer, comprising the step of:

providing an export of multiple, vendor-specific product information into the customer-associated computing device.

20. The method according to claim 19 further comprising the step of exporting sales-related additional information for the product.

21. The method according to claim 19 further comprising the step of exporting delivery-related information for the product.

22. The method according to claim 19 further comprising the step of receiving and processing an order for the product.

23. The method according to claim 19 further comprising the step of receiving a payment for the product.

24. The method according to claim 19 in which XML is used for programming.

25. A computer program comprising code portions adapted for performing the steps according to the method according to claim 19 when the program is loaded into a computer device.

26. A computer program product stored on a computer usable medium comprising computer readable program means for causing a computer to perform the method of claim 19.

27.   A computing device having means for performing the method of claim 19.

28.   The device according to claim 27 which is connectable to a goods database of a
       warehouse.

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